

From: Hanchett, James (DPH)
Sent: Tuesday, December 13, 2011 7:24 AM
To: Tomasko, Michael (MRC)
Subject: RE: Now That's Advertising

These are pretty good. Your right we will never see them again.

Jim

From: Tomasko, Michael (MRC)
Sent: Monday, December 12, 2011 8:26 AM
To: Hanchett, James (DPH)
Subject: FW: Now That's Advertising

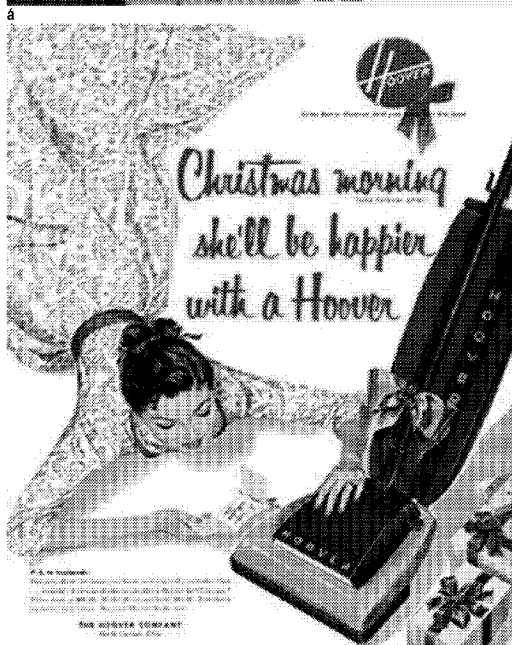
Here's a good one.

Mike

From: Raymond, Tara (MRC)
Sent: Friday, December 09, 2011 2:51 PM
To: Tomasko, Michael (MRC)
Cc: taramraymond@yahoo.com
Subject: Now That's Advertising

You'll never see these ads again.






WIVES.

Look this ad over carefully. Circle the items you want for Christmas. Show it to your husband. If he does not go to the store immediately, cry a little. Not a lot. Just a little. He'll go, he'll go.

CIRCLE ALL THE QUALITY DORMEYER APPLIANCES YOU WANT.



Husbands:
Look this ad over carefully. Pick out what your wife wants. Go buy it. Before she starts to cry.

Dormeyer
MADE IN GERMANY



Blow in her face and she'll follow you anywhere.

Hit her with smoky Tiptalet®. The rich, grapey T-taste. The gently delectable T-taste. The smooth, the smooth. T-taste. Different. Delicious in taste and in smoke. Appeal to her direction and she'll follow you anywhere. Oh yes... you get smoking satisfaction without inhaling smoke.

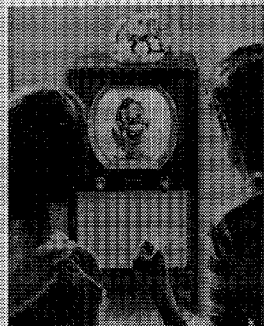


Tiptalet®
New to the Market. About 15 per pack.

Smokers of America, do yourself a favor. Smoke your next cigarette a Tiptalet®.

OWN A
Motorola
AND YOU KNOW YOU
OWN THE BEST

Multitask, leader in television, shows how TV can mean better behavior at home and better marks in school!



<p> 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031 2032 2033 2034 2035 2036 2037 2038 2039 2040 2041 2042 2043 2044 2045 2046 2047 2048 2049 2050 2051 2052 2053 2054 2055 2056 2057 2058 2059 2060 2061 2062 2063 2064 2065 2066 2067 2068 2069 2070 2071 2072 2073 2074 2075 2076 2077 2078 2079 2080 2081 2082 2083 2084 2085 2086 2087 2088 2089 2090 2091 2092 2093 2094 2095 2096 2097 2098 2099 2100 2101 2102 2103 2104 2105 2106 2107 2108 2109 2110 2111 2112 2113 2114 2115 2116 2117 2118 2119 2120 2121 2122 2123 2124 2125 2126 2127 2128 2129 2130 2131 2132 2133 2134 2135 2136 2137 2138 2139 2140 2141 2142 2143 2144 2145 2146 2147 2148 2149 2150 2151 2152 2153 2154 2155 2156 2157 2158 2159 2160 2161 2162 2163 2164 2165 2166 2167 2168 2169 2170 2171 2172 2173 2174 2175 2176 2177 2178 2179 2180 2181 2182 2183 2184 2185 2186 2187 2188 2189 2190 2191 2192 2193 2194 2195 2196 2197 2198 2199 2200 2201 2202 2203 2204 2205 2206 2207 2208 2209 2210 2211 2212 2213 2214 2215 2216 2217 2218 2219 2220 2221 2222 2223 2224 2225 2226 2227 2228 2229 2230 2231 2232 2233 2234 2235 2236 2237 2238 2239 2240 2241 2242 2243 2244 2245 2246 2247 2248 2249 2250 2251 2252 2253 2254 2255 2256 2257 2258 2259 2260 2261 2262 2263 2264 2265 2266 2267 2268 2269 2270 2271 2272 2273 2274 2275 2276 2277 2278 2279 2280 2281 2282 2283 2284 2285 2286 2287 2288 2289 2290 2291 2292 2293 2294 2295 2296 2297 2298 2299 2300 2301 2302 2303 2304 2305 2306 2307 2308 2309 2310 2311 2312 2313 2314 2315 2316 2317 2318 2319 2320 2321 2322 2323 2324 2325 2326 2327 2328 2329 2330 2331 2332 2333 2334 2335 2336 2337 2338 2339 2340 2341 2342 2343 2344 2345 2346 2347 2348 2349 2350 2351 2352 2353 2354 2355 2356 2357 2358 2359 2360 2361 2362 2363 2364 2365 2366 2367 2368 2369 2370 2371 2372 2373 2374 2375 2376 2377 2378 2379 2380 2381 2382 2383 2384 2385 2386 2387 2388 2389 2390 2391 2392 2393 2394 2395 2396 2397 2398 2399 2400 2401 </p>
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50% reduction in mortality. Family death occurred within one month of diagnosis in 10% of cases. The reported mortality rate was 10% for the family reported in 1996. When death occurred within 10 days of diagnosis, the mortality rate was 100%. The mean time from diagnosis to death was 10 days. The mean time from diagnosis to death was 10 days.



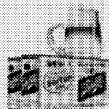
Motorola

TELEVISION



**Some day all beer cans
will open this easy!**

Now only Schlitz brings you—coast to coast—the world's
easiest opening beer can! The new aluminum Softop can!



How Mother and Baby "Picked Up"

A case of Blatz Beer in your home means much to the young mother, and obviously baby participates in its benefits.

The milk in the beer supplies nourishing qualities that are essential at this time and the hops act as an appetizing, stimulating tonic.

Main 2400



BLATZ
MILWAUKEE
Always the same good old *555*

Kellogg's PEP
VITAMINS FOR PEP! PEP FOR VITAMINS!*

For a better start in life
start COLA earlier!

How soon is too soon?
Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of soda and other sugar-enhanced beverages right now. For a lifetime of guaranteed happiness.

"I started him drinking when he was 10 months old. That's pretty much right!"

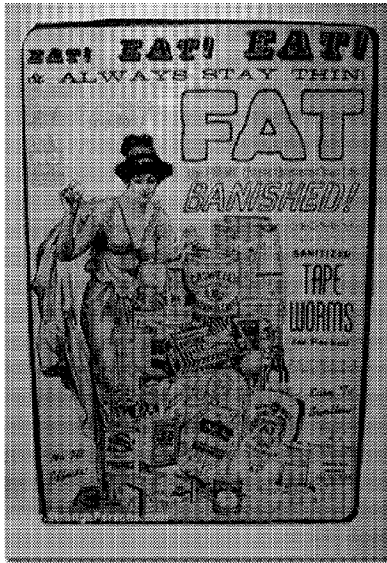
The Soda Pop Board of America
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According to aggregated nationwide surveys:

**More Doctors
Smoke CAMELS
than any other
cigarette!**

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!

For 30 days, test Camels in your "I Love It" (For Throat) / "For Taste" (For Taste)



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